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# MEMORANDUM

To: Carol Shariat, City of Santa Clara

From: Jeff Knowles, Alta Planning + Design

Date: June 14, 2019

Re: **Santa Clara Pedestrian Plan - Task 3.3 Develop Goals, Policies and Objectives (Revised)**

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## Vision

Make Santa Clara a walkable community that provides a comprehensive network of safe, convenient, and comfortable pedestrian routes for people of all ages and abilities.

## Goals

The Santa Clara pedestrian environment will be characterized by meeting the following five goals:

1. **Safe:** Design pedestrian environments that are accessible and reduce the risk of pedestrian-involved collisions.
2. **Comfortable:** Identify pedestrian improvements that create an easy-to-navigate and comfortable pedestrian environment.
3. **Convenient:** Coordinate future land use efforts that will provide more mobility options for people in Santa Clara to include walking for their utilitarian trips.
4. **Active:** Develop lively and unique pedestrian spaces that sustain healthy communities and generate economic activity.
5. **Implementable:** Identify, develop, and maintain a complete and convenient pedestrian network.

## Performance Metric

The following performance metric can help the City measure progress towards the stated goals.

Metric	2019	2027
Pedestrian Mode Share	4%	8%

## Objectives and Policies

### 1) Safe

Design pedestrian environments that are accessible and reduce the risk of pedestrian-involved collisions.

Objective 1.A: Reduce the risk of pedestrian-involved collisions

- Policy 1.A.1: Study implementing a Vision Zero policy before 2024
- Policy 1.A.2: Annually review the number, locations, and contributing factors of pedestrian related collisions to identify and implement ongoing improvements and countermeasures at key locations throughout the transportation network.
- Policy 1.A.3: Identify opportunities to reduce exposure for people walking by reducing crossing distances and enhancing pedestrian visibility.
- Policy 1.A.4: Study the need for 15 mph School Zone speed limits and adopt in appropriate locations by 2022.

Objective 1.B: Improve accessibility of the pedestrian environment for people with disabilities

- Policy 1.B.1: Inventory sidewalks, curb ramps, and pedestrian actuation buttons within Santa Clara to determine whether ramps are missing and/or do not meet current standards.
- Policy 1.B.2: Maintain the sidewalk repair program which assists residential property owners with sidewalk repair/replacement and repair sidewalks damage caused by City-owned street trees.
- Policy 1.B.3: Consider creating program to require sidewalk inspections, and repairs when necessary, when properties within Santa Clara are being sold before the sale can close.
- Policy 1.B.4: Update Santa Clara's ADA Transition Plan and prioritize the implementation of required improvements.
- Policy 1.B.5: Continue and streamline the program where pedestrians with mobility impairments can request accessibility improvements at specific locations. These locations could be added to the capital improvements list or maintenance list and prioritized and implemented accordingly.
- Policy 1.B.6: Work with accessibility groups and advocates to test and implement new, alternative technologies (as appropriate) that are focused on improving accessibility and mobility for those with mobility impairments.

## 2) Comfortable

Identify pedestrian improvements that create an easy-to-navigate and comfortable pedestrian environment.

### Objective 2.A: Create pedestrian-friendly crossings

- Policy 2.A.1: Continue to optimize crossing times for pedestrians, including pedestrians with mobility impairments, at signalized crossings. Enhance existing signals with pedestrian countdown timers where not present.
- Policy 2.A.2: Where feasible and practical, consolidate driveways.
- Policy 2.A.3: Improve pedestrian visibility at crossings using complete streets strategies. Specific treatments will vary by each location and should be determined with engineering and planning judgement/best practices.
- Policy 2.A.4: Where feasible, shorten crossing distances using complete streets strategies. Specific treatments will vary by each location and should be determined with engineering and planning judgement/best practices.
- Policy 2.A.5: Reduce conflicts between pedestrians and vehicle turning movements complete streets strategies. Specific treatments will vary by each location and should be determined with engineering and planning judgement/best practices.
- Policy 2.A.6: Where sidewalk width allows, establish a “Furnishing Zone.” The Furnishing Zone should be reserved for seating, bike racks, utility poles/cabinets, trash bins, and other fixed objects. In areas where a Furnishing Zone could not be established, strive to keep utilities and furniture objects placed along the side(s) of the Pedestrian Zone to maximize throughput in the middle of the area.
- Policy 2.A.7: In areas with sidewalks that have street furniture, transit amenities, utility cabinets, trees and bushes, and other items, clearly establish a “Pedestrian Zone” that is reserved for through movement and destination access and free of obstructions.
- Policy 2.A.8: Prioritize improvements that improve connectivity and remove physical barriers to walking at road crossings, freeway on/off ramps, railroad tracks, underpasses and across jurisdictional boundaries.

### Objective 2.B: Provide and maintain amenities along sidewalks, subject to funding, that provide opportunities for shade, rest, and visual interest to create an enjoyable and attractive walking environment

- Policy 2.B.1: Update Santa Clara’s specific plans to encourage street trees, public seating options, landscaped buffers, pedestrian-scale lighting, and other pedestrian amenities appropriate for multiple street typologies.
- Policy 2.B.2: Inventory existing pedestrian amenities and street furniture.
- Policy 2.B.4: Continue to partner with community organizations to plan and provide supplies for community/roadway/park cleanup days.
- Policy 2.B.5: Review and update City sidewalk standards.
- Policy 2.B.6: Develop a citywide pedestrian and bicycle wayfinding system, providing access to various City destinations such as schools, commercial centers, government facilities, and parks.

### Objective 2.C: Provide pedestrian-scale lighting to promote attractive, distinctive, and safe pedestrian environments

- Policy 2.C.1: Update City standards around form and placement of pedestrian-scale lighting to create attractive and safe pedestrian spaces.

Policy 2.C.2: Prioritize installing new pedestrian-scale lighting along routes to major evening destinations, as funding allows.

Policy 2.C.3: Continue to follow City lighting standard for roadways, sidewalks, and pedestrian crossings.

Objective 2.D: Promote the benefits of increased walking

Policy 2.D.1: Use both traditional and new media (social media and other web tools) to connect with residents on pedestrian topics. Look for grant opportunities to fund this annually.

Policy 2.D.2: Support resident-led placemaking, beautification, and safety initiatives to improve comfort and get more people walking.

Policy 2.D.3: Continue to support Safe Routes to School Programs to promote active modes from travel to and from schools. Look for grant opportunities to fund this annually.

Objective 2.E: Implement vehicular traffic calming to increase pedestrian comfort

Policy 2.E.1: Continue to implement the neighborhood traffic calming program with a toolkit of potential traffic calming techniques and implementation processes.

Policy 2.E.2: When resurfacing roadways, consider each street's design and opportunities to add/enhance active transportation facilities, using guidance from the City's Complete Streets Policy.

### 3) Convenient

Coordinate future land use efforts that will provide more mobility options for people in Santa Clara to include walking for their utilitarian trips

Objective 3.A: Integrate walkability concepts into comprehensive planning processes

Policy 3.A.1: Discuss desired walkable place types with the community to understand the vision and if their areas are to be preserved, supported to evolve, or transform through zoning changes.

Policy 3.A.2: Provide for design guidelines citywide and within Specific or Precise Plans to address block size and configuration, building types, land-use mix, public open space and trails, and street types.

Policy 3.A.3: Consider developing form-based ordinances to help private development implement the City's desired walkable environment.

Policy 3.A.4: When establishing Specific or Precise Plans, include a variety of high quality and widely distributed open spaces so that more people will have walkable access to the outdoors.

### 4) Active

Develop lively and unique pedestrian spaces that sustain healthy communities and generate economic activity.

Objective 4.A: Integrate the outcomes of the Santa Clara Community Placemaking process with other City processes

Policy 4.A.1: Hold an inter-departmental meeting with the Community Development Department (leading this process) and other relevant departments to coordinate implementation efforts.

Objective 4.B: Develop and foster ground-floor land uses that benefit the pedestrian experience

Policy 4.B.1: Incorporate active uses along streets in priority pedestrian corridors.

Objective 4.C: Create opportunities to integrate public health outcomes into pedestrian projects

Policy 4.C.1: Partner with Santa Clara County Public Health and health advocacy groups to create marketing campaigns around the benefits of walking.

## 5) Implementable

Identify, develop, and maintain a complete and convenient pedestrian network.

Objective 5.A: Obtain funding for all high priority project recommendations from the Pedestrian Master Plan 2019 by 2027

Policy 5.A.1: Submit dedicated pedestrian projects into the City's Capital Improvement Program Streets and Highways Fund during each budget cycle for future funding subject to City Council appropriation and adoption of the Pedestrian Plan.

Policy 5.A.2: Actively pursue external grant funding to supplement City resources.

Policy 5.A.3: At every BPAC meeting, the City shall present a "grant funding spreadsheet" to the BPAC that will explain upcoming grant opportunities. In addition, prior to submitting a grant application, the City shall discuss with BPAC the pedestrian projects that would be the most competitive for each respective grant source.

Objective 5.B: Conduct ongoing planning and evaluation for pedestrian facilities

Policy 5.B.1: Regularly monitor implementation of the Plan, and initiate the review and update of the recommended pedestrian facilities and Plan, every 10 years or as funding allows.

Policy 5.B.2: Annually evaluate progress in reaching mode share targets by reviewing results of the American Community Survey administered by the U.S. Census Bureau.

Policy 5.B.3: Work with the Santa Clara Police Department to improve the reporting and analysis of pedestrian collisions.

Policy 5.B.4: Update the MySantaClara app and online service request website to permit additional types of requests for maintenance on pedestrian facilities.